

10 March 2015

75th Anniversary

National Air Cadet Fun Raiser / Levée de Fun - 3K/5K Walk / Run

Air Cadet League Members

I am reaching out to you all, in hopes to engage you in our vision of what we feel is a tremendous opportunity of creating something new, something positive, something inclusive to all, in the celebration and support of our Air Cadets. This letter is formatted by headers to better provide the background, the current status and what we hope will soon become the future of our event.

Back Ground: In an attempt to come up with an event which would allow participation of parents, staff, siblings, League, DND, alumni, friends, family, former cadets as well as the community with our cadets; the idea of the walk / run was born. The New Brunswick Air Cadet Inaugural event was held on 28 Sept 2013 at four major locations which included 14 Out of 22 active Squadrons in the province, In excess of \$14, 000.00 was raised by these individual Squadrons, and over 400 participants were registered. The 2014 event held on the 27th of Sept in 6 locations produced similar results and with the NB Provincial Committee realizing a slight profit. Future events will incorporate a “signage at the site” campaign similar to those found at Golf Tournaments. This initiative will create a positive stream of income for the PCs while continuing to afford the opportunity for donations to be directed to the program at all levels: local, PC and National.

What: A National Walk / Run in conjunction with the Running Room with the emphasis on “Fun” designed to reach out to the Air Cadet Communities making the event Inclusive to all who want to participate and accessible without incurring any appreciable travel and or expense during participation at the event. The event itself comprises of a Walk / Run followed by a barbeque as available, the handing out of T shirts and Ribbons to all participants as well as first place medals for the more competitive participants in all classes 3k and 5k, male and female as well as Cadet and non Cadet. Prizes are then given out as provided by the running room in the form of a number of draws. Other prizes could be given out on a case by case basis produced at the local level. The event would be held in a safe environment, typically on trails, in parks and in areas away from vehicle conflict. All precautions would be taken to ensure a safe, friendly and “Fun” environment allowing for maximum positive visibility in the community and engagement of the Cadets with their peers. The Safe environment is ensured by having a League appointed Site supervisor, a first aider on site, ample water and pre – race safety briefing. The Running room provides insurance as per their normal operations for the hundreds of runs that they deliver throughout the country. We request that this be a recognized event for our Cadets as they in turn may benefit from the fitness aspect to credit their level 3 requirements accordingly.

Benefits of the Event: The event motto is “**Participation – Celebration – Support** “. The **Participation** at the event not only satisfies the promotion of physical fitness and well being, an aim of the Cadet and Air Cadet program (level 3 fitness credit was realized); but also, engages the local community as is encouraged in the Cadet Renewal Initiative “The programs are closely linked with community support and engagement, Over the next five years, National Defense will work to build on these community partnerships to involve more young Canadians.” The **Celebration** of our youth through this initiative and especially during our **75th Anniversary Celebrations** puts our Air Cadets in the positive light that they deserve. Positive public relations were well evidenced throughout both events province wide and beyond from various sources: radio, television, interviews, newspaper other sources. When it comes to the **Support** , simply being there to shout out the Air Cadet Motto prior to the start , as well as letting our Cadets know how proud we are of them is a huge morale booster for not only the Cadets , but for all who participate. Finally, the opportunity for financial support is quite extensive if properly leveraged starting at the local level - with online pledges to an athlete who are participating on behalf of a squadron to donations to a squadron as well as Cadets acquiring funds through their individual pledge sheets, but not seen as the primary focus. It has been the premise that “All Funds pledged to a Squadron – Goes to the Squadron” At the PC level – donations are also accepted and all those who are participating on behalf of a particular PC can have on line pledges directed through them to the PC as well as the exciting new “Signage on Site “initiative for the PC’s , targeting local businesses in and around the race site, similar to what we have at golf tournaments . Lastly, support at the National level will be attained through National Corporate Sponsorship of a national event.

In closing, our New Brunswick experience and feedback has been very positive and truly, it is the only event where-by parents, friends, staff, League, volunteers and whole community can actually participate and do something positive together. All of this experience and forward vision directs us to having this event for the celebration of our 75th Anniversary and at the end of the cadet season, specifically **Sunday 5 June 2016**. Coordination and support from our DND partners is absolutely critical for this to happen. This is truly a once and a lifetime opportunity with the possibility of it having a life of its own with the premise of win - win - win, for everyone. I truly envision this event to be possibly become a “Cadet wide Initiative “but we need to walk before we run and the timing for this particular event at this juncture - could never be better. The NB Provincial Committee has poured its heart and best intentions in creating a truly great event. It is our hope that we can capitalize on the work and effort already put forth and move this to the next level. The commitment required by all of us and our DND partners is that we support our initiative – encourage their Squadrons to participate and simply participate and have “Fun “. We as the League, with the help of all those who want to contribute will do the rest.

As Chair of the **75th Anniversary Fun Raiser / Levee de Fun – Walk / Run**, we respectfully all of for your full support of this initiative and help us to create something that we think is bigger than each of us individually, and that collectively, will be truly amazing.

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Air Cadet League of Canada